A. Title Page of the Research Proposal Containing:

I. Title of the Research: CAPABILITY AND PERFORMANCE OF EXTENSION FUNCTIONARIES AND KVK SCIENTISTS IN COMPUTER BASED EXTENSION ACTIVITIES - A STUDY IN ODISHA

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iv. Registration Number & Date: VB-1024 of 2014-15

v. Few Key Words: Computer Based Extension, Digital Extension, ICT, Odisha, KVK Scientists, Extension Functionaries

Synopsis of the Research Study

Title of the study :

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CAPABILITY AND PERFORMANCE OF EXTENSION FUNCTIONARIES AND KVK SCIENTISTS IN COMPUTER BASED EXTENSION ACTIVITIES - A STUDY IN ODISHA

Introduction :

Indian agriculture is undergoing rapid transformations due to globalisation and liberalisation of trade across national boundaries. In a free trade environment, agriculture is increasingly being viewed as a commercial enterprise, where Indian farmers can reap profits by marketing their commodities globally. Indian extension system has faced several hampers such as poor adoption, inadequate operational funds, poor extension infrastructure, inadequate extension personnel, inappropriate extension programme, content and methods which affect extension productivity.

The information technology revolution in the wide spread access to, sharing of and use of knowledge in economic activities through technology convergence of computer and telecommunication technologies has put forth several hybrid devises which can integrate audio, video and text to provide a variety of services. Computer based technologies can provide faster and effective communication across distances simultaneously at convenience. Realising the trend, many public sector extension organizations in India started computerization for management and effective delivery of services.

Having understood the benefits of computers in extension work and initiated computerization, it is high time for extension system to make sure that these technologies are being used effectively to their full potential. So there is a need for undertaking research study which could provide a systematic framework that help extension agencies to improve computer use for enhancing extension productivity. In view of this, the research study entitled **"Capability and performance of agri-officials and KVK Scientists in computer based extension activities"** has been designed with the following specific objectives.

Objective of the study :

1. To study the demographic, socio-economic and communication characteristics of the respondents.
2. To study the attitude of the extension functionaries and KVK Scientists towards computer assisted extension system.
3. To assess the extent of competency of the respondents in use of computer for transfer of technology.
4. To analyse the extent of use of computers by the respondent in various extension activities.
5. To find out the constraints faced by the extension functionaries and KVK Scientists in use of computers in extension activities.

6. To suggest some ameliorative measures based on the findings for increasing capabilities and performance of the respondents in computer based farm activities.

Review of Literature

Kotrlik and Smith (1989) revealed that five variables were needed to predict computer anxiety which includes computer skill efficacy of the teachers/trainers, support for computer use, computer availability, perceived mathematical ability and formal computer training.

Johnson & Wardlow (2004) observed that variables like high school grade average, number of computer courses completed, number of computer topics studied has significant, positive and stable correlations with computer self efficacy.

Annor-Frempong et. al. (2006) in their study on 388 extension agents of Ghana indentified that majority of the respondents had positive attitude towards use of Information Communication Technology in extension. Most extension agents believed that ICTs could facilitate exchange of information among major stakeholders in the agricultural system followed by helping to develop innovative teaching approaches (96.20%) and provide access to agricultural information (96.00%).

Adebay and Adesope (2007) found that 59.3% of the female extensionists and 28.9% of the female researches had not adequate access to computers.

Akpabio (2007) revealed that private extension agents used computers frequently to communicate with their clientele but public sector extension agents used rarely.

Study area

It is proposed to conduct the study in two coastal and two tribal districts in Odisha. District Balasore and Bhadrak as coastal district as well as Mayurbhanj and Keonjhar as the tribal district will be selected purposively. The extension functionaries of the department of Agriculture, Horticulture, Watershed mission, Animal Resource and Fishery will be selected as the respondents as the extension functionary. Similarly; scientists of KVKs working in the study districts and neighbouring districts comprising Balasore, Bhadrak, Kendrapara, Jajpur, Dhenkanal, Angul, Mayurbhanja-I & II, Keonjhar, Deogarh, Sundargarh-I & II with six tribal and six non tribal districts will be selected as the respondents.

Research Methodology

Pilot study will be conducted with discussions and interactions with the extension functionaries as well as KVK Scientists to get first hand information in

connection with the study. Besides, related literature will be referred for selecting variables. Statements will be framed under each variables with the experience gained from the pilot study, consultation with experts and referring related literature.

Pre-testing of the schedule

The draft schedule will be presented to sample respondents for assessing reliability and validity. The entire schedule will also be pre-tested with 20 non-sample respondents for elimination, addition and alteration.

Data Collection

The data will be collected personally by the researcher. Sufficient probing and clarifications will be made to make a clear understanding of the respondents about questions for getting appropriate response.

Use of statistical tools

Statistical tests such as percentage, mean score, standard deviation, co-variance, Pearson coefficient of correlation, multiple regression, path analysis, critical ratio tests will be employed for the analysis of data.

Expected Outcome

- The study could develop theoretical modeling approach to suggest basic mechanism that could explain the efficacy of computers in various extension activities.
- The methodology used in the research provides guidelines for need based support in facilitating computer use in various extension activities.
- The key findings could provide significant benefits not only for extension functionaries, but also for extension administrators and policy makers to make full use of the computers in quality of extension work.

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